LOW TAR/HIGH FLAVOR

Objective

To develop ultra-low tar and/or reduced nicotine cigarettes equal subjectively to cigarettes with at least twice the tar and/or nicotine utilizing conventional technology and, as appropriate, technological advances from other programs, particularly those proprietary PM technologies such as ART which may provide a competitive marketing edge for the Company.

Strategies

1. Develop 2 and 6 mg cigarettes with enhanced total subjective character.

2. "Ultima" -- Develop ultralow tar (1-3 mg) products which will provide a competitive edge in the existing U.L. market segment.

3. "Best of the Lowest" -- Develop products which utilize proprietary PM technologies, viz., tar reduction, nicotine control, flavor delivery, etc., which will demonstrate consumer advantages via R.G.A. testing.

4. Filter Research and Development.

5. Paper Technology.

6. Flavor Research & Development.

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